

# New PARLIAMENT *Menthol Lights*

6 mg nicotine av. per cigarette by FTC method. 11 mg "tar" (tar nicotine plus nicotine by FTC method).

**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



PHILIP MORRIS INC.

THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number: 18825  
 Ad Number: PMA 1114 AG  
 Title: Branch - Village Voice Review  
 Ad Size: 8.5" x 12.5" Non-feed  
 Publications: Boston Phoenix

Warning Statement: A  
 Warning Grade: 4  
 Qr. of Copy Date: June 25, 1996  
 Cover Date: 10 pt  
 T&E: 0 186

Codes: PHUPM1 (15-1-12) SH 0096 Ad-R. McDuffy F Code Ac1Mg-C. Wilson

## 2nd QUARTER

IMPORTANT NOTICE FOR PUBLICATIONS COVERED BY  
 INSERTION ORDERS FOR PUBLICATIONS HAVING A COVER  
 DATE ENCOMPASSING ONE MONTH OR LESS

### IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct  
 Surgeon General's Warning Statement and a "tar" and nicotine line which  
 must appear in all cigarette advertising. Check proofs and reject materials you  
 receive to be certain they match each other. **UNDER NO CIRCUMSTANCES**  
**ARE YOU TO RUN SUBSTITUTE MATERIALS, ALTER OR OBTAIN ANY COPY**  
**WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS**  
**OR USE THESE MATERIALS OR ANY PARTS, OTHER THAN SHOWN ON**  
**THE INSERTION ORDER, UNLESS YOU RECEIVE A SUBSEQUENT**  
**INSERTION ORDER AUTHORIZING A REPEAT. These materials may**  
 appear only in publications with a cover date between the period  
**April 1 through June 30** You must destroy  
 these materials to avoid their improper use after this period.